



CONTACT 404-331-0121
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MAY 2004 SMALL BUSINESS SEMINARS

Small Business Loan

Secrets:

Finding and Persuading Lenders

A Plan to Attract Essential Capital for your Small Business

- ! Find lenders for your deal.
- ! Learn if Venture Capital is possible.
- ! Find your best funding source.
- ! Discover Secrets of Borrowing.
- ! Negotiate your best deal.
- ! Make an awesome presentaion.

Wednesday, May 12, 7:00pm - 9:30pm

American Red Cross Center

1925 Monroe Drive (off I-85), Atlanta — 2nd floor Conference Room

Fee: \$40 pre-registered / \$50 at the door

Register at www.scoreatlanta.org or 404-331-0121

Strategic Planning Workshop

A one-day hands-on workshop designed to help the small business owner develop a strategic plan for directing his/her business.

The participant is guided through seven steps of developing a functional strategic plan that will help:

- (1) establish and maintain direction for the enterprise, and
- (2) communicate that direction to the management team that helps run the business.

The participants will develop a workbook that contains the steps to map their own business strategy.

Thursday, May 20, 10:00am–3:00pm

SBA Georgia District Office

233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)

Fee: \$45 pre-registered / \$55 at the door
Register at www.scoreatlanta.org or 404-331-0121

Import/Export: Part II

LAUNCHING YOUR IMPORT/EXPORT BUSINESS

An in-depth look at trade terminology and instruments

- !Communicate confidently with foreign buyers or suppliers**
- !Understand INCOTERMS and their impact on your shipment**
- !Develop formal international quotes**
- !Understand international payment terms and the risks associated with them**

Friday, May 21, 2004 10:00am–1:00pm
SBA Georgia District Office, Peachtree Center
233 Peachtree Street, Harris Tower Suite 1900, Atlanta

Fee: \$40 pre-registered / \$50 at the door
Register at www.scoreatlanta.org or 404-331-0121

Financing Your Small Business

The Path to A Lending Source

!How to secure funding for startups and ongoing businesses — with each monthly seminar modified to address specific interests and needs of pre-registered participants.
!The most effective way to obtain Small Business Administration (SBA) Guaranteed Loans, including a review of the bank decision and underwriting process.
!How loan and venture investor decisions are made — what crucial questions you must answer, including the importance of credit reports
!Business plan preparation review and discussion of what yours must contain to facilitate positive funding decisions.
!Tapping non-traditional funding sources including: Angel Investors, Seed Capital, Venture Capital, factoring, vendor and user financing, leasing, merchant banking.

Tuesday, May 25, 10:30am–12:30pm
SBA Georgia District Office
233 Peachtree Street, 1900 Harris Tower, Atlanta (Peachtree Center)

Fee: \$40 pre-registered / \$50 at the door
Register at www.scoreatlanta.org or 404-331-0121

How To Start A Successful New Business

Essential Information to Help You Succeed

- From first idea to first dollar, business development case studies will outline the right way to launch a business or tune up an existing one.
- Learn how to determine how much money is needed to open a business and sustain it over the startup period.
- Explore initial marketing concepts to full scale plans, with a focus on how to mount cost- effective promotions that result in profitability.
- Study basic business legal issues and government requirements as well as the steps needed to protect your interests.

Wednesday, May 26, 9:30am - 4:00pm
SBA Georgia District Office, Peachtree Center
233 Peachtree St., N.E., Atlanta — Harris Tower, Suite 1900

Fee: \$55 pre-registered / \$65 at the door
Register at www.scoreatlanta.org or 404-331-0121

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Note to editor: For more info on SCORE/Atlanta, e-mail office@scoreatlanta.org or call 404-331-0121. For detailed background material visit the SCORE national site www.score.org <http://www.sba.gov>. The SCORE Association was formed in 1964 as a nonprofit association and SBA resource partner dedicated to entrepreneur education and the formation, growth and success of small business nationwide. More than 10,500 volunteer members have provided individual counseling, mentoring and business workshops to six million aspiring entrepreneurs and small business owners. The association is headquartered in Washington, D.C. with 390 chapters throughout the United States and its territories.